



Friends News and Notes

Friends of Libraries Section — A Network of Library Advocates in New York State

Volume 6, #3 -- June 2020

Friends on PAUSE – Not! A Message from FLS President Lisa C. Wemett

While the New York State on PAUSE order signed by Gov. Cuomo effectively shut down our day-to-day lives, FLS kept moving forward. Our vital work for the NYS library community will continue long after the COVID-19 crisis has passed. So it was time to look forward, three years to be exact, as the FLS Long-Range Planning Task Force forged ahead to develop a blueprint for the Section's leadership. The Board is reviewing the plan, which we expect to have completed by July.

We asked you to participate in our membership survey and nearly 120 of you responded! We were thrilled that you would take a moment to share your challenges with us and also let us know what we are doing well. Not too many people mentioned the pandemic, but we know that was heavy on your minds. We thank you for your time to help guide our choices for FLS's future work.

And there are more pivots. At this time, the NYLA Annual Conference scheduled for November is in a state of limbo as an in-person event. We will let you know as soon as we can how the Association will proceed, possibly with a hybrid event with some virtual program sessions. Because our June issue has traditionally focused on all our conference program offerings, we are sending you a different kind of newsletter this time around.

Friends have nearly always been about the extras of library service and programs. But we need to find a new paradigm. Libraries are facing severe financial instability, as the state's resources have been drained in fighting the coronavirus pandemic. Of course there have been lots of cancellations and postponements, many of which were standard fundraising events for libraries like book sales. Our members have an immediate need to learn about non-traditional fundraisers that can be used while social distancing. They want to know if they can hold virtual Friends board meetings.

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Please Vote in the FLS Elections

The FLS Executive Board approved the following slate of candidates to be placed on the ballot for the FLS election to be held June 15 through July 15 in conjunction with NYLA's annual election:

Vice President/President-Elect

Kerstin Cruger - Poughkeepsie

Second Vice President

Terry Mulee* - Rochester

Treasurer

Stephen Hoefler* - Sloatsburg

Members At Large, two year term

Anne Andrianos* - Syracuse

Leslie S.W. Riley* - Cornwall-on-Hudson

Ristiina (Rusty) Wigg* - Corning

Members At Large, one year term

Erica Freudenberger* - Catskill

Marie Bindeman - Lockport

The term for Second Vice President, Treasurer and the first three Members At Large begins at the NYLA Annual Conference in November and runs from 2020 through 2022. The last two Members At Large serve until 2021 and the Vice President/President-Elect serves from 2020 through 2023.

The candidates' position statements are on page 3 of this newsletter. Full candidate profiles are available at www.NYLA.org/Friends > Board & Officers > Elections. The FLS election is held online. Results of the election will be sent to all NYLA/FLS members once the votes are tallied.

The FLS Board thanks these candidates for their willingness to serve the Section by sharing their time, talent, and expertise.

(* denotes incumbent)

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FLS is planning to distribute its 2020 NYLA Annual Conference line-up and information in an "extra" newsletter in July. Stay tuned!

*FLS creates a network
to connect and inspire
Friends groups
in all types of libraries
to support the
New York
library community.*

Revised Mission of FLS,
passed by the Executive Board
on May 20, 2020

by Lisa C. Wemett



Lisa at the Warner Brothers exhibit
George Eastman Museum, Rochester, NY

I am confident Friends will embrace out-of-the-box solutions. Our work as Friends will certainly go on, but not necessarily in a manner we are accustomed to. We still need to grow our membership numbers and attract younger volunteers. You'll find articles in this issue on all those topics.

Thanks to you, I am certain your libraries will continue to thrive as we come out the other side. Please stay safe and keep it Friendly out there – from home!

FLS Member Survey 2020

As FLS embarked on the process of writing its second long-range plan, we wanted to learn how we can better assist our members. What FLS member benefits and services are most important? How we should be prioritizing our efforts going forward?

The survey was posted from mid-March to April 30, when all New Yorkers were under stay at home orders. People had some time to answer our questions! We were thrilled to receive 119 responses. People identified as Friends or volunteers (75%), trustees (4%), library staff (9%), and system personnel (2%). Participants identified their geographic region by zip code, with the highest number of responses from Rochester, Albany, Syracuse, and Westchester.

People told us what they needed to succeed in their work with the Friends as follows:

- 89% - Examples of ways other Friends groups are supporting their libraries
- 87% - Fundraising ideas that are separate from book sales
- 68% - Information about grants Friends groups would be eligible to apply for
- 58% - Samples of policies and procedures from other Friends organizations
- 46% - Access to resources on Friends topics

The awareness of the Section's activities and member offerings was very gratifying. The highest awareness rating went to conference scholarships (96% awareness), which may be a factor of last year's focus on marketing the newly

Amazingly, FLS locates incredibly well-qualified candidates for elected office without a single caucus, primary, or debate! This year's slate is no exception. We have a singularly outstanding line-up of volunteers stepping up to assume the leadership of the Section over the next several years. Nominating Committee Chair Randall Enos, Member At Large Marie Orlando, and Casey Award Coordinator Marie Bindeman (our nominating committee affectionately dubbed "Randy and the Two Maries") led a spirited and enthusiastic search for Second Vice President, Members At Large, the FLS Presidency, and Treasurer. We were extremely fortunate that several of our Members At Large, our Second Vice President, and our Treasurer decided to continue on for two more years.

This spring, we appointed Erica Freudenberger to a Member At Large vacancy as Terry Morris stepped down. Then Member At Large Kerstin Cruger agreed to run as FLS President, leaving a one-year vacancy. On the ballot, you will find Erica running as an incumbent to complete a term from November 2020 through November 2021 and Marie Bindeman running for the same term to fill the vacancy left as Kerstin becomes President-Elect. (You gotta love by-laws!)

Please remember to cast your ballot in our election, which runs June 15 through July 15. You'll be receiving a message from Executive Director Jeremy Johannesen with the instructions to log onto the Online Membership Center to cast your vote.

Lastly, thinking ahead to 2021, when I will be chairing the Nominating Committee for FLS: We ask, they say yes, and that means "You're it!" If FLS could have contested elections, we would. But reality is that we need people to step up to fill positions that are vital to our future existence. It is difficult to find two people to say "yes" to be pitted against one another in the election. So when one of our members says "yes," it is exciting—a dancing, "Yahoo!" moment—but also a relief. Our future is secure for another year. This is succession planning in its purest form. But then the cycle starts again, this time with me at the helm. Please save me a phone call or e-mail. Offer your help, your time, and your expertise to help FLS to keep growing. We are stronger together. We need you! Thanks for your consideration.

Please note: Only the primary contact person of a Friends Group Organizational Member is eligible to vote on behalf of the organization. Elected officers of a Friends Group Organizational Member registered with NYLA are non-voting members of NYLA and are not eligible to take part in the election.

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2020 FLS Executive Board Election Candidate Profiles

First Vice President / President-Elect

Kerstin Cruger, Poughkeepsie, NY

Position Statement:

It has been my great pleasure to work for the Mid-Hudson Library System for almost twenty years and it has been my honor to assist our more than forty active Friends groups for over a decade. Ranging from small, rural communities to our largest library district, which covers 73,000 people, our Friends groups vary from a handful of dedicated individuals to a network of dozens of volunteers. Our Friends not only support the mission of our public libraries but bring vitality, vision and inspiration to the communities they serve.

Within the last few months the rapidly shifting landscape of our daily lives necessitated a swift adaptation of how libraries offer services and interact with our communities. What did not change was our steadfast dedication to our patrons and neighbors. As President Elect it would be my privilege to support the efforts of our Friends as an integral part of the library's connection to the community.

Second Vice President

Terry Mulee, Rochester, NY

Position Statement:

In my eight years as a volunteer for the Empire Friends Roundtable, now the Friends of Libraries Section, I have watched our overall membership more than triple and the number of active members on the Executive Board quintuple. To me this growth demonstrates both the need for and importance of a strong state-wide network for Friends of Libraries.

My job as the 2nd Vice President gives me the opportunity to promote membership in NYLA and FLS. Through our newsletter, webpage resources, conference programming and presence at the trade show, regional workshops, Friends group Meet-ups, and awards, I can reach out to Friends and Friends groups, library staff, and library supporters across the state. I hope to see the upward trend of membership and active volunteerism in FLS continue.

However, as I look for increased membership, I am also aware of the challenges that the library community will have to overcome in the quest for a return to normalcy or our new reality in the wake of the Covid19 outbreak. We all know that NYS has been hit hard and I hope that FLS will help Friends navigate new and creative ways to support the libraries that we love so dearly. This makes membership in our organization even more crucial. The more members we have, the more we can do. Remember the FLS motto: "Friends Helping Friends." That's what we all need to do.

Treasurer

Stephen Hoefler, Sloatsburg, NY

Position Statement:

The 30 plus years of experience leading for-profit and not-for-profit businesses to sustainable financial futures will serve me well as I help educate and advocate for the advancement of the New York Library community. I look forward to utilize my expertise to assist the Friends of Libraries Section of NYLA meet their goals and plans for the

future of Friends of the libraries across New York State.

Members At Large

Anne Andrianos, Syracuse, NY

Position Statement:

As the FLS Scholarship Coordinator, with the guidance and support of the FLS Executive Board, I want to extend scholarship opportunities to qualified Friends across New York State.

By working with experienced readers, the committee will select promising scholarship recipients who will contribute to their own Friends organization and to the Friends of Libraries Section.

Marie Bindeman, Lockport, NY

Position Statement:

Friends of Libraries are essential providers of community support to local libraries. The Friends offer opportunities for dedicated volunteers who believe in the mission of libraries to fund-raise, advocate, and enhance programs and events. Friends selflessly offer time and energy to help libraries sustain existing services as well as to help libraries implement new services which will maintain and enhance relevance. The Friends of Libraries Section has an important and growing role to support these community volunteers on a statewide basis by offering such services as helpful resources, continuing education opportunities, scholarships, and information sharing. I would be honored to serve as a Board Member At Large for the Friends of Libraries Section/NYLA. FLS is committed to supporting the efforts of our library advocates and volunteers. It would be a privilege to assist in the important work of this NYLA Section.

Erica Freudenberger, Catskill, NY

Position Statement:

I am honored to work with the Friends of the Library Section of NYLA. I'm passionate about the role public libraries can play in creating community-led change, and believe we are perfectly positioned to meet the needs and fulfill the aspirations of the communities we serve. The Friends of the Library play a critical role in the socio-ecosystem, as ardent advocates, enthusiastic supporters, and valued volunteers who champion public libraries while creating resilient, thriving communities.

Leslie S. W. Riley, Cornwall-on-Hudson, NY

Position Statement:

A vital Friends group develops good communication with the Library Director and staff, Library Trustees, the library's foundation, and the community. I am grateful for the opportunity to continue working with the dynamic leadership of Friends of Libraries Section (FLS) of the New York Library Association and "to promote and inspire local Friends groups...."

During a 48 year library career (Cornwall Public Library Director-18 years; Ramapo Catskill Library System Public

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Member Survey continued from page 2

established FLS Randall Enos Conference Scholarship. Beyond our scholarship awards, participants were most aware of:

- 83% - Casey Library Advocacy Award
- 80% - FLS leadership will consult on specific questions
- 75% - Free access to webinar archives
- 73% - Access to the FLS listserv
- 67% - Reduced registration rates to attend the NYLA Annual Conference

The regional workshops on starting and supporting Friends groups have been well attended; 46% of the respondents indicated they had participated in these events.

Other services and initiatives most utilized were:

- 42% - Free registration for FLS webinars
- 39% - Meet-ups with FLS Board members
- 38% - FLS webpage
- 37% - Digital access to past issues of FLS newsletter
- 35% - Access to PowerPoints and handouts from NYLA Annual Conference programs

Because the Section's newsletter and webpage are very labor intensive to produce and maintain, we wanted to be certain that these services are meeting the needs of our members. In combining satisfaction ratings of "strongly agree" and "agree," we were pleased to note that individuals locate information easily on the FLS webpage (84%), the page gives access to valuable content and information

(93%), and that the newsletter provides useful information (91%).

When given the opportunity to outline some of their Friends groups' challenges, there was much consensus. Top issues were membership (recruitment and retention); leadership and succession planning; active involvement of members and the need for younger volunteers; fundraising; and advocacy. The FLS Board will keep all of these concerns in mind when developing newsletter content and designing future conference and workshop offerings.

A full 40% of the respondents asked to have their name in the drawing for a \$30 voucher toward a registration for the NYLA Annual Conference, either in Saratoga Springs (November 2020) or Syracuse (November 2021). A member of the newly formed Friends of the Naples Library (Pioneer Library System) won the certificate.

In terms of providing more value for an FLS membership, more than half of the respondents would like more webinars and remote learning opportunities. They would most prefer that meet-ups and other networking opportunities are offered closer to their home, but also indicated virtual meetings would be a good alternative. We were gratified to learn that 92% of the participants feel that FLS addresses their needs as a member. Thank you so much for your time!

From the FLS Inbox

by Lisa C. Wemett

FLS is often contacted through our Yahoo mailbox for advice related to the operation of Friends organizations. During the pandemic, two groups wanted to know about holding virtual board meetings.

Being techno-savvy has always been inversely proportional to age, but we know you got this! You've already learned some lessons in the news about Zooming and privacy, so we'll concentrate here on how to hold a Friends meeting by videoconferencing and some considerations for your by-laws.

Jeremy Johannesen, NYLA's Executive Director, has stated that "no Friends groups are subject to Open Meetings Law and therefore can conduct their meetings via any means that are in compliance with their by-laws."

When using an online meeting platform like Zoom, Google Meet, or GoToMeeting, you are well within the guidance of your by-laws if you have a meeting online in the same way you hold an in-person meeting. There should be an attendance list made, the chairperson should be certain there is a quorum present, and an agenda. The main criterion is that everyone can hear and/or see each other in real time.

Any business should be documented by taking minutes. At the next regularly scheduled meeting, any actions taken

should be ratified by approving the minutes of the videoconference meeting. If you continue to do some work via e-mail, anything requiring a vote would need another conference call or videoconference meeting to call the vote: again, so everyone can be heard and/or seen.

Consult your current by-laws about meetings, notice of meetings, and quorum requirements. You may need to add a section dealing with videoconferencing. The Friends of the Webster Public Library revised their by-laws in 2019 under the guidance of the Pro Bono Partnership to be compliant with current laws in NYS concerning nonprofits. The Pro Bono Partnership provides free business and transactional legal services to nonprofit organizations in New York, New Jersey and Connecticut (www.probonopartner.org). Here is language that you could consider:

Remote Participation in Meetings. Any one or more directors may participate in any meeting of the Board or any committee thereof by means of a conference telephone, videoconference, or similar communications equipment allowing all persons participating in the meeting to hear and speak to each other. Participation by such means shall constitute presence in person at a meeting for all purposes, including quorum and voting.

Ready to Engage Millennials as Volunteers?

As part of the American Library Association's Emerging Leaders cohort of 2018, Tess Wilson, Kathy Kosinski, and Madeline Jarvis have been recognized as new leaders in librarianship. As a team, they all worked on a project sponsored by United for Libraries entitled "Beyond Using the Library: Engaging Millennials as Advocates and Civic Library Leaders." Their book, *All Ages Welcome*, published by ALA Editions, is planned for release in June 2020.

Kathy spoke at a conference for the Massachusetts Friends of Libraries last fall where she stated that one of the most common barriers for Millennials to volunteer is that no one told them about the opportunity to join and become involved. Inviting people, one-on-one, is key! Kathy also pointed out that one of the first stops potential volunteers will make in investigating the Friends is your website or social media pages. Are these up-to-date? Is there an online membership form? Can dues or other donations be paid electronically?

Kaleb Wilson, a self-described "older Millennial," began his involvement with the Friends of the Cazenovia Public Library (FCPL) ten years ago when a local civic leader invited him to volunteer for the Friends. Kaleb is employed by AmeriCU Credit Union as the Financial Center Manager of the Cortland location. "They knew I worked for a bank at the time and was committed to Cazenovia. I was honored to be approached and knew I could make a difference." Kaleb served four years as Treasurer and then four years as Co-President of the Friends. In 2019, he was invited to serve as Treasurer of the Cazenovia Public Library's Board of Trustees and a year later, is now President.



Kaleb found that once someone younger came onto the Friends board, they would in turn tell a co-worker or acquaintance in another group they worked with, and that person would become interested in the Friends as well. FCPL also has two junior members on their Board and these high school students are instrumental in getting their classmates to volunteer at special events like the book sale.

"Our Millennial leadership has changed the Caz Friends Board for years to come. We give 110% of our passion, dedication, and support." Projects are managed by "standing teams" that are delegated to specific areas of work. As the group's members grew and book sale revenue remained strong, the Friends were able to launch the new Carriage Barn Books, a used bookstore in the historic barn next to the library. "The public support has been outstanding!"

FLS is committed to helping Friends groups make these connections across generations. *Engaging Millennials as*

Friends Volunteers is being offered on Wednesday, September 23, from 2 to 3 p.m. Come hear from Tess and Madeline about ways Friends can coordinate, collaborate, and promote opportunities for young adults that are both social and make a difference in the community. Get suggestions on how to target and make connections with these potential volunteers whose skills and expertise are necessary to support the library, now more than ever.

There is no cost to attend the webinar for current FLS members and for elected officers of Friends Group organizational members who have been listed on the "Elected Officer Registration Form" on file with NYLA's Director of Membership Services. The FLS membership must be active on August 1, 2020, and the membership expiration date must be after the date of the webinar. When registering, FLS members need their assigned user name and password to qualify for an "FLS Member Reg Pass" that will waive the webinar registration fee.

Registration is through the NYLA Online Membership Center and a credit card is required for payment for those who are not FLS members. Checks and purchase orders are not accepted. Registration details will be posted beginning August 17 on NYLA's website and at www.NYLA.org/Friends > Events.

Candidate Profiles continued from page 3

MAL Leslie S. W. Riley, continued
Services Consultant and Outreach Coordinator-20 years; Cornwall Library Friends Board - 34+ years), there have been exceptional opportunities to reach out, advocate and generate interest affecting the impact of libraries in their communities. I am looking forward to continue working with the FLS Daniel W. Casey Advocacy Award Committee; being available to share experiences and ideas that add value to New York State's Friends groups; and participating in the outcomes and projects of FLS. Thank you!

Ristiina Wigg, Corning, NY

Position Statement:

The ongoing impact of Covid19 and the declining economy means the need to keep patrons safe through social distancing and disinfecting will affect libraries for a long time – including through funding, programs, and loan of materials. Libraries will face increasing demands for new technology and online access, as well as our traditional, well-loved services. As former executive director of the Southern Tier Library System, I saw first-hand how effective Friends of Libraries can be in supporting the growth of their library, connecting the library to its community, and advocating for political and financial support.

Our Friends of Libraries Section is a vital resource for finding information and developing strategies to meet challenges. I am excited to participate in our efforts to connect Friends statewide, share inspiration for new ideas, projects and activities, and to work with you!

When Book Sales Just Aren't Enough

Here are some fund-raising ideas for "right now" that hopefully are low risk of contracting coronavirus, keep up the practice of social distancing, and make the Friends some money – isn't that what every library needs at the moment?

At this time, we need to think creatively and profitably—what will make our limited volunteer resources and efforts most useful and viable to generate serious money for our libraries? What can we do from home, remotely? What is practical and profitable?

We hope these tried and true projects will help. Remember those dreaded killer words, "We tried that before..." Don't put the kibosh on these. We are living in different times. This time around, they could work really well. Good luck!

Here is another resource you might want to locate: ***Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library***. Edited by Susan Dowd. Neal-Schuman, 2014. This title includes annual appeals, tribute gifts, planned giving, events, online giving, corporate support, capital campaigns, and grants. The sample brochures, checklists, forms, and letters will get you up to speed quickly.

And don't forget the back issues of "Friends News and Notes" newsletters, available at www.nyla.org/friends > Publications. Each issue's table of contents highlights feature articles such as the recaps of our popular "Fund-Raising Without Books Sales" panels at the NYLA Annual Conference (December 2018 and December 2019).

Please note: Inclusion of any businesses in this listing does not imply an endorsement of these companies and their services. The list is for information purposes only.

Does your group offer lifetime memberships, "Best Friends Forever" (\$100 or more)? This is certainly a way to gain an influx of funds if you give it a marketing push when you introduce this option and perhaps once a year thereafter.

Friends of Libraries in Oklahoma (FOLIO) built up their endowment \$25 at a time. Their message made donors think and remember with an emotional connection: "Who taught you to read? Who turned you on to the delights and pleasures of reading? Was it your mother? Sister? Father? Storyhour Lady? Librarian? We believe it is important to acknowledge those special people in our lives who gave us the gift of reading—thereby giving us a gift for a lifetime. You have a golden opportunity to acknowledge those who gave YOU the gift of reading by making a donation to the endowment." They later featured this promotion again around Mother's Day.

With the "Light Up the Library" annual campaign, also known as the "Holiday Lights Appeal," the Poestenkill Library (Upper Hudson Library System) raised more than \$8000 in 2016. Donors make a contribution and designate a person or

organization that their gift is in honor of, or in memory of, and the library acknowledges the gift.

Whether it is ROC the Day in Rochester or "Give to the Max" in Minnesota, community-wide one-day fundraisers, often in cooperation with the United Way, can help nonprofits raise some serious cash. Challenge patrons to reach a pre-selected goal. Provide a donation sheet that gives examples of what different levels of giving can provide (e.g., a \$25 donation can buy a book; \$120 can provide after-school homework help for a teen). Broward County (FL) Public Library Foundation put donors' names who had contributed \$50 or more on "Giving Tuesday" into a drawing for a special tote bag with two autographed books (\$55 value).

Make a \$25 (minimum) donation to the Friends & Foundation of the Henrietta Public Library to "Adopt an Author." Donors select an author from a pre-determined list provided by the librarians. "When your adopted author's new title arrives in the library, we'll let you know, and you can be the first to read it!"

Near the entrance to the Children's Room at the Wood Library in Canandaigua you will find a "Whirl-A-Wish" coin funnel. All proceeds from the loose change fund children's programs.

Friends of the Norwell (MA) Public Library highlight the "Sponsor of the Month." For a \$500 donation, the Friends publicize the business (e.g., a bank) as "Norwell Public Library Sponsor of the Month" to the local media, on the Friends website and social media, and newsletter. A banner hangs in the library for a month naming and thanking the sponsor, including a statement from the sponsor about the importance of supporting the library. For the sponsor, it is cheaper than a paid ad in the newspaper! For the Friends, twelve months of sponsorships equals \$6000.

The Friends of Clifton Park – Halfmoon Library sell engraved pavers or bricks that are placed on the pathway into the building or in the reading garden. Price is determined by size and placement on the property. Friends of the Ravenna (Nebraska) Area District Library had an information booth at a carnival during a 4-day hometown festival where they touted the new library and sold dedication bricks.

How about a "Bakeless Bake Sale"? The Friends of the Lucy Robbins Welles Library in Connecticut raised \$1000 in each of two years by asking for donations in lieu of baked goods. This unique fundraiser comes with an element of surprise: you don't have to bake! See <https://foclib.org/Fundraising-Resources> for their "recipe" for success, plus other ideas on fundraising.

And the holidays know no "stay at home" order—they will come. The Friends of the Porter Public Library (Westlake OH) offer "Trees and Wreaths." Patrons "check out" bare artificial trees and wreaths starting in mid-October and

return the decorated evergreens in mid-November. A silent auction is held for the next three weeks.

You'll find the Holiday Gift Tree at the Bemidji (MN) Public Library, compliments of the Friends. The public can donate funds for purchases of books in a specific genre, audiobooks, and DVDs. The tree is available mid-November until December 23.

The New York Public Library offered discounted book dedications for the holidays (\$15 off the usual \$50 per dedication). The patron has the chance to write a special message that will appear inside the book when it is circulated. Purchasers could schedule an e-card or download a card to present to their loved one.

Let's explore social media for some ideas. Check out the Yelp Foundation (<https://www.yelpfoundation.org>). In 2016, the Friends & Foundation of Rochester Public Library could earn between \$2000 and \$5000 simply by asking folks to vote for them electronically once a day in a campaign to support local charities. #YFGivesLocal.

Use the power of your connections on Facebook. Individuals or groups may set up special campaigns for their favorite charity, rather than receiving gifts at a birthday party, for example. In a four-month time period, the Breast Cancer Coalition of Rochester (BCCR) received more than \$5000 in donations through these small personal events. Encourage patrons to set up a campaign for the Friends.

Library supporters can make a quick donation to the Free Library of Philadelphia Foundation by texting "LoveFLP" to a five-digit number. The text charges a one-time amount of \$10 to the supporter's mobile phone bill. The Charleston (SC) Friends of the Library also use this technique.

Harness the power of online shopping. Amazon Smile gives the charity 0.5% of the transaction when shoppers go shopping through this website. Find out how to register your organization here: <https://org.amazon.com/>. Another company, Giving Assistant, donates up to 30% of the online purchase to the Friends. Shoppers create an account, choose the Friends as their charity, and shop with 1800+ popular online retailers. www.GivingAssistant.org.

The Vineland (NJ) Public Library is just one library that uses an Amazon Wish List. Anyone can purchase books, media, or supplies for the library and its patrons based on a personalized list of items needed by the charity. Think "wedding registry." Whether cleaning supplies or office products, purchases ship directly to the charity.

Friends of Upper Darby (PA) Libraries participated in a one-day sales event at all Boscov's locations. Patrons could purchase/donate \$5 to receive a Boscov's "Friends Helping Friends" pass at their library location that saved them 25% off their in-store purchases that day.

Barnes & Noble bookfairs can be held simultaneously in a

local store and online. With the additional online option, supporters can reach out to family and friends literally anywhere. The group earns a percentage of the net proceeds. B&N's vast inventory of books, DVDs, toys, CDs, and gift items make finding something to purchase easy for everyone. (Some exclusions apply.) Dates of the bookfair must be set 8 weeks in advance. The group prints vouchers with a unique bookfair number and distributes the coupons widely. Shoppers present the voucher and bookfair number to give credit for their purchase to the nonprofit.

If your Friends group doesn't have a large corps of volunteers, enlist the "people power" of your community to raise funds for you. The following ideas are from BCCR and show the breadth of groups willing to raise funds on behalf of the charity: (1) an auto dealership gave an outright gift of \$1100; (2) the local franchise of Auction Direct USA gave \$1800; (3) auto repair shops donate a percentage of the cost of a regular maintenance (e.g., oil change). One shop donated \$625+ for one month and another raised \$2000; (4) a trucking company donates a penny for each mile their rigs travel. 125,200+ miles equaled a donation of nearly \$1300 in just three months.

Let's make some money by keeping things out of the landfill! PaceButler Corp. based in Oklahoma is a cell phone recycling company. The Lyons Public Library uses their services. You may be able to find a local company that recycles cell phones and tablets. Empty toner cartridges from printers, office copiers, and fax machines can be donated, depending on the company you work with. Friends of the Charleston (SC) Public Library held a "media and gadget donation drive" in January and February, collecting DVDs, video games, cameras, iPods, tablets, and mobile phones. (The timing after Christmas, with gift "upgrades," probably was fortuitous!) Friends of the Phoenix (AZ) Public Library had a recycling event (8 a.m. – 2 p.m.) at an area mall, taking in not only electronics, but also used books, DVDs, and CDs for a future book sale.

Many collection businesses for returnables (bottles and cans) allow customers to donate their nickels to various causes. Contact the business to see how to register your group to receive funds. In the Yellow Pages, check under "Redemption Centers—Recyclable Products" and "Recycling Centers."

Savers (<https://fundrive.savers.com/>) or other resale store franchises will take donations of clothing, books (excluding library discards), and household goods during a specified drop-off time period, with a percentage donated to the charity. The Friends of the Webster Public Library has a Savers Day a few times a year.

And there is always next year. The Friends of the Redwood Libraries (Eureka CA) solicited submissions of children's artwork, based on their favorite book, and compiled the children's art into a wall calendar (\$7 each). A display of the original artwork was held in November.

FLS Executive Board and Volunteers

Officers:

President - Lisa C. Wemett
315-986-3949 lisawemett@frontiernet.net
First Vice President, Conference Curator - Karen Sperrazza
315-725-7992 krsprzz@gmail.com
2nd Vice President (Membership) - Terry Mulee
585-328-6658 FLS.NYLA@yahoo.com
Secretary - Lynne Madden
Treasurer - Stephen Hoefler
Past President - position vacant
President Emeritus - Randall Enos

Members At Large:

Anne Andrianos
Kerstin Cruger
Erica Freudenberger
Pat Loughan
Marie Orlando
Leslie Riley
Ristiina Wigg

NYLA Committee Representatives:

Communication Committee - position vacant
Continuing Education Committee - Amy Discenza
Intellectual Freedom Committee - position vacant
Legislative Committee - Jean Sheviak
Membership Committee - Terry Mulee

FLS Volunteers:

FLS Daniel W. Casey Library Advocacy Award Coordinator -
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Visit the Friends of Libraries Section at www.NYLA.org/Friends

In an effort to eliminate phishing scams, FLS is limiting the number of email addresses published. Please use the NYLA Membership Directory to find contact information not listed above or use the FLS email. We apologize for any inconvenience.

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Task Force on Friends and Rural Libraries

The FLS Board has established a task force that will examine the needs and concerns of Friends groups supporting rural libraries.

Over the course of the next twelve months, the Task Force on Friends and Rural Libraries will study and discuss issues that are unique to Friends groups that serve the public libraries in NYS where service areas are fewer than 10,000 people.

We want to identify some successful volunteer support groups associated with rural libraries and learn about their best practices. The task force will assemble a list of replicable ideas, tips to achieve success, and adaptations for Friends of rural libraries. Findings will be posted on the FLS webpage and in the "Friends News and Notes" newsletter.

Task Force Chair Erica Freudenberger, Outreach and Engagement Consultant at the Southern Adirondack Library System in Saratoga Springs, would love to hear success stories of Friends groups that serve smaller libraries. You can e-mail her at efreudenberger@sals.edu. Thanks for your participation in this important work.

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